DED

 Order / Rev:
 103575

 Alt Order #:
 06829900

 Product Desc:
 HELLER FOR SENATE

Product Desc: Estimate:

Flight Dates:

08/29/12 - 09/04/12

Original Date / Rev:

GENERAL 06/26/12 / 07/18/12

Order Type:

Primary AE:

Sales Office:

Sales Region:

KSNV

Amy McCreary BLPHI

Print Date 07/18/12 14:54:25

National

Agency

Orders

Name:

Strategic Media Services, Inc.

Buying Contact:

Billing Contact:

3299 K St. NW

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Billing Cycle:

Agency Commission:

Broadcast

00:15:00

Cash

EOM/EOC

15%

Advertiser

Name:

Priority:

Heller Dean for U.S. Senate - Re VUE

gilei, peair joi o.s. seil

A35+

Product Codes:

Demographic:

PLC01

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

 Start Date
 End Date
 # Spots Gross Amount
 Net Amount

 08/27/12
 09/04/12
 50
 \$37,100.00
 \$31,535.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	50	\$37,100.00	\$31,535.00	0.00
Totals	50	\$37,100,00	\$31,535,00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KSNV	23%	\$37,100.00		
Market	100%	\$161.304.35		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$58,069.57
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$29,034.78
KTUD	1%	\$1,613.04
KVVU	15%	\$24,195.65
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$11,291.30

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
•	E 1	KSNV	08/29/12	08/31/12	M-F 5-6a WakeUp M-F 5-6a WakeU		5-6a	WTF	:30	3	\$400.001	0.00 NM	3	\$1,200.00
		NEWS			iii o oa manoo	p mrtugnoro								
		<u>Star</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	W	eek: 08/2	27/12	09/02/12	WTF	3	\$400.00	0.00						

Print Date: 07/18/12 14:54:25 Page 2 of 4

KSNV

Order / Rev:

103575

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #:

06829900

Product Desc:

HELLER FOR SENATE

Flight Dates:

08/29/12 - 09/04/12

Estimate:

Ch Start End Inventory Code Break Start/End Time Days Ln Len Spots Rate Pri Rtg Type Spots Amount KSNV 08/29/12 08/31/12 M-F 5-6a WakeUp w/WaQM 5-6a __WTE__ :30 \$400,001 0.00 NM \$1,200.00 3 M-F 5-6a WakeUp w/Wagners **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating -WTF--09/02/12 Week: 08/27/12 \$400.00 0.00 KSNV 09/03/12 09/04/12 M-F 5-6a WakeUp w/Wa0M 5-6a MT----:30 2 \$400.001 0.00 NM 2 \$800.00 M-F 5-6a WakeUp w/Wagners **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 \$400.00 0.00 KSNV 08/29/12 08/29/12 M-F 6-7a WakeUp w/WaQM 6-7a --W-~-~ :30 \$700,001 0.00 NM \$700.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/27/12 09/02/12 ----\$700.00 0.00 M-F 6-7a WakeUp w/WaQM E 4 KSNV 09/03/12 09/03/12 \$700.001 :30 0.00 NM M----\$700.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 09/03/12 09/09/12 \$700.00 0.00KSNV 09/04/12 09/04/12 **Today Show** CM 658a-9am :30 1 \$1,400.001 0.00 NM \$1,400.00 **Today Show** TODAY SHOW Start Date End Date Weekdays Spots/Week Rating Rate Week: 09/03/12 09/09/12 \$1,400.00 0.00 1 E 6 KSNV 08/30/12 08/30/12 **Today Show** CM 658a-9am ---T---:30 1 \$1,400.001 0.00 NM \$1,400.00 **Today Show TODAY SHOW** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/27/12 09/02/12 ---T---\$1,400.00 0.00 KSNV 08/29/12 08/31/12 M-F Today Show II 3rd H0M 9-10a \$500.001 --W-F--:30 0.00 NM 2 \$1,000.00 M-F Today Show II TODAY SHOW II End Date Spots/Week Start Date Weekdays Rating Rate Week: 08/27/12 09/02/12 ~~W~F~~ \$500.00 0.00 KSNV 09/04/12 09/04/12 M-F Today Show II 3rd HGM 9-10a :30 \$500.001 0.00 NM 1 \$500.00 M-F Today Show II **TODAY SHOW II** Start Date End Date Weekdays Spots/Week Rate Rating 09/09/12 Week: 09/03/12 \$500.00 0.00 KSNV 09/03/12 09/04/12 M-F Today Show III 4th IBM :30 \$325.001 10am-11am -T----0.00 NM 2 \$650.00 Today 4th Hour TODAY SHOW III Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 \$325.00 0.00 E 10 KSNV 08/29/12 08/31/12 M-F Today Show III 4th BM 10am-11am --WTF--0.00 NM :30 \$325.001 3 \$975.00 Today 4th Hour **TODAY SHOW III** Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/27/12 09/02/12 --WTF--0.00 3 \$325.00 E11 KSNV 08/30/12 08/31/12 Noon News CM 12-1230pm :30 2 \$425.001 0.00 NM ---TF--2 \$850.00 Noon News **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/27/12 09/02/12 ---TF--\$425.00 0.00 Noon News E 12 KSNV 09/03/12 09/04/12 CM 12-1230pm :30 \$425.001 0.00 NM \$425.00 Noon News **NEWS** Spots/Week Start Date **End Date** Weekdays Rating Rate Week: 09/03/12 09/09/12 \$425.00 0.00 E13 KSNV 09/03/12 09/04/12 CM 5-630p MT----:30 4 \$1,000.001 0.00 NM \$4,000.00

Print Date: 07/18/12 14:54:25 Page 3 of 4

KSNV

Order / Rev: 103575 Heller, Dean for U.S. Senate Advertiser:

06829900

Alt Order #: Product Desc: HELLER FOR SENATE Flight Dates: 08/29/12 - 09/04/12 Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
			M-F Early News M-F Early News						- ****		
NEWS			in Lany News						_		
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/ E 14 KSNV		09/09/12	MT M-F Early News	CM	\$1,000.00 5-630p	0.00 WTF	:30	6 \$1,000.001	O OO NIM	6	## 000 00
L 14 KOKV	00/23/1	2 00/31/12	M-F Early News	Olvi	5-030p	W F	.30	θ φ1,000.001	0.00 NM	6	\$6,000.00
NEWS											
<u>Sta</u> Week: 08/	<u>rt Date</u> 27/12	End Date 09/02/12	<u>Weekdays</u> WTF	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00					
E 15 KSNV			M-F Wheel	СМ	7-730pm	~-WTF	:30	3 \$1,000.001	0.00 NM	3	\$3,000.00
			M-F Wheel of Fo	rtune				- • • • • • • • • • • • • • • • • • • •	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	·	40,000,00
WHEEL	rt Date	End Date	Weekdays	Cnota Milook	Data	Detina					
Week: 08/		09/02/12	WTF	Spots/Week 3	<u>Rate</u> \$1,000.00	Rating 0.00					
E16 KSNV	09/03/1	2 09/04/12	M-F Wheel	СМ	7-730pm	MT	:30	2 \$1,000.001	0.00 NM	2	\$2,000.00
WHEEL			M-F Wheel of Fo	rtune							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/09/12	MT		\$1,000.00	0.00			I		
E 17 KSNV	09/03/1	2 09/04/12			730-758pm	MT	:30	2 \$800.001	0.00 NM	2	\$1,600.00
FACE			Face to Face w/	J.Ralston							
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09/		09/09/12	MT	2	\$800.00	0,00					
E 18 KSNV	08/29/1	2 08/31/12	Face to Face w/ I		730-758pm	WTF	:30	3 \$800.001	0.00 NM	3	\$2,400.00
FACE			race to race w/	J.Raiston							
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 08/		09/02/12	WTF	3	\$800.00	0.00					
E 19 KSNV	08/30/1	2 08/30/12	M-F News 3 at El M-F News 3 at E		11pm-1135pr	nT	:30	1 \$1,100.001	0.00 NM	1	\$1,100.00
NEWS				,							
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
E 20 KSNV		2 09/02/12		·	\$1,100.00 11pm-1135pr	0.00 m M	:30	1 \$1,100.001	0.00 NM	1	\$1,100.00
L 20 1011V	00/00/1	2 00/00/12	M-F News 3 at E		ттрин-ттоорі	11	.50	1 \$1,100.501	O.OO INIVI	1	\$1,100.00
NEWS		m									
<u>Sta</u> Week: 09/	rt <u>Date</u> /03/12	End Date 09/09/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$1,100.00	Rating 0.00					
			Sa-Su News 3 at		11pm-1135pi	··-	:30	2 \$1,100.001	0.00 NM	2	\$2,200.00
			Sa-Su News 3 at					,			+-1
NEWS	ırt Date	End Date	Weekdays	SnoteMMook	Poto	Datina					
Week; 08		09/02/12	SS	Spots/Week 2	<u>Rate</u> \$1,100.00	Rating 0.00					
E 22 KSNV			News 3 Sunrise -		6a-7a	S-	:30	1 \$350.001	0.00 NM	1	\$350.00
NEWS			News 3 Sunrise	SATURDAY							
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 08		09/02/12	S-	1	\$350.00	0.00					
E 23 KSNV	09/01/1	2 09/02/12	Sa-Su Early New		5pm-630pm	SS	:30	2 \$650.001	0.00 NM	2	\$1,300.00
NEWS			Sa-Su Early New	/S							
	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 08		09/02/12	SS	2	\$650.00	0.00					
E 24 KSNV	09/02/1	2 09/02/12	Sunday Today Sunday Today	CM	7a-8am	S	:30	1 \$625.001	0.00 NM	1	\$625.00
SUN TO	DDAY		Culliday Today								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 08. E 25 KSNV		09/02/12	S	1	\$625.00	0.00	100	4 #400.004	0.00 1111		A 400 5 =
EZO NONV	USIUZIT	IZ UBIUZITZ		CM	Sun 1135p-1	200aS	:30	1 \$400.001	0.00 NM	1	\$400.00

Print Date: 07/18/12 14:54:25 Page 4 of 4

 Order / Rev:
 103575
 Advertiser:
 Heller, Dean for U.S. Senate

 Alt Order #:
 06829900
 Product Desc:
 HELLER FOR SENATE
 KSNV

 Flight Dates:
 08/29/12 - 09/04/12
 Estimate:

Ln	Ch	Start	End	Inventory Code	e Break	Start/End T	îme Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
				Sports Night in L	.as Vegas								
				Sports Night in I	∟as Vegas								
5	SPORTS	S NIGHT	•										
	Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 08/2	27/12	09/02/12	S	1	\$400.00	0.00						
N26	KSNV	08/29/1	2 08/29/12	Noon News	СМ	12-1230pm	W	:30	1	\$425.001	0.00 NM	1	\$425.00
				Noon News		•							,
١	NEWS												
	Stai	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 08/2	27/12	09/02/12	w	1	\$425.00	0.00						
											Totals	50	\$37,100.00